

ShareRoot

ASX Announcement

20 August 2018

MediaConsent's Beta Program Update - Advisory Board Review and Facebook Integration Completed

- New Features of MediaConsent's MVP (minimum viable product) have been developed following advisor feedback
- Three rounds of product improvements have been completed during its Advisory Board Beta Program
- MediaConsent granted Facebook API approval, despite Facebook's caution in this current climate
- New learnings from advisory expertise opened further specialization capacity for MediaConsent in a variety of industries

ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company') is pleased to announce the successful completion of its MediaConsent beta release program to its strategic Advisory Board and that MediaConsent has been granted Facebook integration approval.

As announced in the Company's end of financial year update on 26 June 2018, ShareRoot initiated the launch of MediaConsent's beta solution to its international advisory board to gain their experience with features and functionalities of the platform and providing their expert feedback and recommendations to our development and marketing teams ahead of releasing to beta and pilot customers.

ShareRoot's advisory board- comprised of thought leaders in consumer privacy, marketing, and corporate compliance- have been working alongside MediaConsent's development team led by Jason Weaver, to drive three rounds of enhancements to the MediaConsent platform over the previous two months.

Mr. Weaver commented on the involvement of the advisory team that "the advice, improvements and all-around brain trust offered by our advisory team, has been invaluable as they have driven significant platform and applicability expansions for the MediaConsent platform. This advisory team offers the perfect mix of consumer privacy and corporate focused knowledge."

During the three rounds of platform improvements, the MediaConsent platform expanded its search, preference gathering, consumer to company communication, mobile performance, tooltip, and registration designer functionalities. Each improvement was driven by the advisory team's focus on creating a robust platform for consumer consent and preference management as well as enabling further corporate compliance. The development team was able to scope and develop all of the above listed improvements within three consecutive development sprints led by Mr. Weaver.

In addition, the Company is pleased to report that Facebook has now granted MediaConsent API access and integration. This will enable MediaConsent users to utilize their Facebook login to create their profiles within MediaConsent and begin interacting with companies and brands.

Facebook has recently limited the access to many of its API integrations and in some situations, has fully removed or shut down certain API access points over the last few months in particular due to the extensive international pressures being applied to data privacy and third-party use of its platform. The access granted by Facebook to MediaConsent is a testament to ShareRoot's focus on protecting consumer data and privacy.

Mr Weaver further stated, "Our development team has done a great job keeping up with the request and improvements recommended by our advisory board. The development team's ability to create a product that speaks for itself and protects consumer data in the way we intended, has enabled us to gain Facebook API access during a time when Facebook is taking away significantly more access than it is giving."

Now that it's strategic advisor beta review program has been completed alongside being granted Facebook access, the Company will now focus on its targeted release program to beta customers. Advisors have also identified further growth opportunities for MediaConsent to specialize in individual industries and to plug into existing work flows of prospective clients, enabling the platform to be a specialized first mover in consent management and data privacy in a variety of specific industries.

The group will soon be updating the market on the launch of the company facing beta program for MediaConsent.

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About ShareRoot

The ShareRoot Group is becoming a major presence in the marketing data and privacy protection ecosystem. The expanding global awareness around consumer data and privacy issues makes ShareRoot's platforms essential in this \$14Bn market. ShareRoot has three platforms: ShareRoot's Legal Rights Management UGC platform protecting against unauthorised use of people's social and digital content, with clients including Johnson & Johnson, McDonald's, and Costco; the profitable social media marketing agency 'The Social Science' that provides client services and account management layer behind the Group's technology properties. Thirdly, ShareRoot is launching the new MediaConsent platform which is the first platform to give consumers/citizens control of their data and privacy through a preference and consent management dashboard. ShareRoot's global business is ideally positioned at the right time to solve the issues faced by consumers and companies in data and privacy in digital marketing.

For more information about ShareRoot's award winning platform and why it can truly help "Harness the Visual Power of Your Consumers" please visit www.shareroot.co